

Sports App Market Size, Share & Trends Analysis Report By Marketplace (Google Play Store, Apple iOS Store), By Region (North America, Europe, APAC, Central & South America, MEA), And Segment Forecasts, 2022 - 2028

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Abstracts

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Sports App Market Growth & Trends

The global sports app market size is expected to reach USD 6.5 billion by 2028, registering a CAGR of 9.4% over the forecast period, according to a new report by Grand View Research, Inc. The market growth is credited to the growing demand for push-to-talk-based sports apps across the globe. Rapidly growing demand for easy payment gateway services across the Asia Pacific is bolstering the market growth.

Tech revolution across emerging economies such as China and India is propelling the market growth. Moreover, the surge in the adoption of 5G technology in North America is driving the market growth. Think with Google initiative had reported that 67% of the android users are utilizing the sports app which in turn will further fuel market growth.

Key players are focusing to provide 24/7 streaming for sports apps. The prime key players are offering a clean and user-friendly interface. Multiple companies are providing subscription-based external video players to improve their digital revenue. The evolution of online 3D match tracker across the globe are shifting from the conventional sports app.

Google play store segment will register the highest growth over the forecast period. This

can be credited to the growing demand for integrated video players from the consumers of the U.S. and China. Customized features of sports apps with pop-up notifications are refueling the market growth. On-demand streaming services with machine learning-based chat board support are reflecting significant market growth during the forecast period.

North America made the most significant contribution to the global sports app with over 35% share in 2021 due to the rising demand for premium broadcasting of baseball sports from the consumer in the U.S. and Canada. The rising trend in Canada to adopt social media integrations are propelling the market growth. The market share of the U.S. is driven by the rising demand for the agile functionality-based sports app.

Sports App Market Report Highlights

North America made the largest contribution to the market with over 35.0% share in 2021. This can be credited to the growing investment from the major key players of the U.S. and Canada to resolve the queries of the users by using AI-based services

The Apple iOS store segment contributed to the highest revenue share of over 50.0% in 2021. This can be credited to the rising demand for advanced in-app purchase-based sports apps from the consumers of the U.K. and the U.S.

The Google play store segment is projected to witness a CAGR of 10.6% from 2022 to 2028. This can be attributed to the growing demand for VPNs to stream-based sports apps from consumers of the developed economy such as the U.S. and Germany

Asia Pacific is projected to witness a CAGR of 12.3% from 2022 to 2028. Soaring demand for augmented reality-based sports apps in China is estimated to escalate the market growth over the forecast period

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